



**You, your project, your organization, your target audience and your needs. These are the starting points for Design Quarry.** What we do? Generally we take on the whole communications project, from consultancy and concept development to design and production. We take design seriously and are distinguished from the rest by the diversity of our rock solid experience and originality. We communicate in a direct no-nonsense manner, making you feel completely at home. You're in control, as visuals that strengthen your presence in the marketplace, will be realized in close

cooperation with you from concept to realization. Enthusiasm drives our creativity and our flexible attitude will help find fresh, resourceful ways to visualize all your design wishes. A fast growing, loyal group of clients in the public and private sector is probably the best proof of our success. Call us for more information or a presentation free of obligations.

Below is an article that appeared in the September 2000 issue of the Edmonton Chamber of Commerce newspaper, *Commerce News*.

## Designer's work reflects clients' visual communications needs

Jack Born's design business, Design Quarry, is all about coming up with creative solutions for clients' communication needs.

"I solve puzzles for them. The design acts as a visual vehicle of their communications needs," he says.

He takes the greatest satisfaction in making a design product that truly reflects the client.

"I've met people with whom I was very impressed. Great personalities, professional and informative and then they left me their business card or a brochure and it just wasn't right. It didn't reflect the same feeling I got when I met them," he explains. "If there's no consistency, people tend to forget the company or wonder about its' credibility."

He further illustrates his point when attending Opportunity Unlimited networking meetings at the chamber by telling those assembled that they probably chose the clothes they're wearing at the event carefully.

"What is your company wearing?" he asks.

After spending over a year working at well-known studios in Amsterdam and New York,

Born moved back to Edmonton in 1995 and started his own business. He graduated with a diploma in graphic design at Grant McEwan and then embarked on and completed a five-year master's program in graphic design in the Netherlands.

There isn't much Born can't design. A look at his web site, [www.designquarry.ca](http://www.designquarry.ca), reveals that he's designed everything from newsletters to workbooks, annual, annual reports, greeting cards to maps, even catalogues and, of course, web sites.

"I learned to design first then I learned to build web sites," he says.

As part of his service, Born provides PDFs of his work to the clients and will even host those electronic documents on his own web site and providing a link to his clients.

"It's free and it allows the client to show the product to someone instantly and in full colour when they can't put it on their own web site," he says.

Jack Born of Design Quarry can be reached at 430-9693.



Michel Proulx, photo

Edmontonian Jack Born of Design Quarry set up his own business in Edmonton five years ago after working as a graphic designer in Amsterdam and New York City.